

Data for Annual Report
+ 1995 Earnings release

Schiphol

1995 PM val 221.794
Ind val 481.204

PM Share

Ind Premium Share 1995
1994
1993

1995 Ind Premium

PM val 221.794

PM Premium 183.349

PM Disc 38.445

% op prem

% chg +1.1

-1.7

46.09

~~69.94~~ 69.96 +2.49

67.47

63.21

336,636 billion

Nielsen

47.3	+ 1.15 pts
vs 1994	

1994 Ind Premium 330391 + 6245⁹⁵ vs 94
PM val 219.402
PM Premium 177.128 + 6221⁹⁵ vs 94
PM Disc 42.271
% op prem 80.73%
PM Share 44.80 reported 80.7 in earnings 46.16

1993

PM val 194.715

Prem 144.886

Disc 49.828

% op prem

74.41%

<u>Marlboro share</u>	<u>Year</u>	1993	1994	1995	1994
		30.10	28.13 +1.97 pts	30.69	28.57 +2.12
<u>D/PB Share</u>			8.93		

Marlboro share 4 Oct 1995

31.59

Basic share of discount - Nielsen

1995 Year

1994 Year

15.76 15.8

14.49 14.5

+1.27 +1.3

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